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The University of Dayton

News Release

March 1, 1993
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APPLICATIONS HIT ALL-TIME HIGH AT UNIVERSITY OF DAYTON

DAYTON, Ohio -- The University of Dayton has surpassed 6,000 applications for first-year enrollment, an all-time high. Applications are up by nearly 1,000, or 20 percent, over last February at Ohio's largest private university.

In 1988, UD virtually quit taking applications at the end of May when it received a record 5,844.

"We believe this is the largest first-year applicant pool in the history of the University," said Chris Munoz, associate provost for enrollment management. "We've not stopped taking applications, but prospective engineering majors are being put on a waiting list and we expect to start one soon for the School of Education."

In the early 1990s, higher education nationwide has felt the impact of a one-two punch: a shrinking pool of traditional college-age students and a downturn in the economy. According to the Western Interstate Commission for Higher Education, the number of high school seniors was expected to drop from 2.7 million to 2.4 million, or 11.8 percent, between 1988 and 1994.

The National Association of College Admissions Counselors won't survey its members until August, but has heard reports that applications are up this year, particularly at public colleges and universities. "There appears to be a trend of families applying to more public institutions because they're concerned about the higher cost of private education," said Joyce Smith, associate executive director.

All of the early signs support UD's upswing in applications:

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- * campus visits from prospective students and their families are up 28 percent from a record 2,494 last year to 3,179;
- * scholarship applications have jumped 47 percent, from 1,889 last year to 2,788;
- * deposits have increased 24 percent, from 329 to 409; and
- * completed financial aid need estimator forms are up 49 percent, from 1,066 last year to 1,735.

Munoz attributes the surge of applications to UD's growing national reputation for quality and affordability and improved marketing techniques, which included testimonial letters to parents of prospective students from humorist Erma Bombeck and former Pittsburgh Steelers' football coach Chuck Noll, both UD graduates. In addition, a corps of "satisfied customers," 180 student volunteers, supplement the work of the student recruitment staff. They call thousands of prospective students, host overnight visits in the residence halls, give campus tours, eat lunch with visiting families and travel to high schools to answer questions about college life.

"The University of Dayton has a high-quality diverse product that's really outstanding," Munoz said. "That's the major reason why we're positioned to do well in a tough market. The Bombeck and Noll letters gave us tremendous name recognition, but it all really begins with the product."

The University of Dayton is regularly listed in national rankings, such as *U.S. News and World Report's* annual guide to the nation's top colleges and universities, *The Fiske Guide to Colleges* and *Barron's Best Buys*, which lists 300 schools and concludes of UD that "undergraduates seeking a 'down-to-earth' place with real people and a solid education may find their slice of heaven at the University of Dayton." Last fall, the University of Dayton helped solidify a growing reputation for academic excellence when it attracted more National Merit Scholars than any other Catholic university in the country.

Approximately 11,000 students currently attend the University of Dayton, which ranks among the 10 largest Catholic universities in the nation.